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The Iowa Homemaker vol.25, no.5

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The Iowa Homemaker vol.25, no.5

Authors

Jeanne O'Connor, Florence Nylin, Shirliann Fortman, Joyce Curley, Marjorie Clampitt, Rosalie Riglin, Mary Lowell Schwinn, Doris Adams, Josephine Ahern, June Welch, Louise Stuckert, Etha Schipull, Dorothy Lindecker, Betsy Nichol, and Philomena Beck

THE IOWA

Homemaker



A REVIEW OF ACTIVITY IN HOME ECONOMICS AT THE IOWA STATE COLLEGE

DECEMBER, 1945



Your Fight Still Goes On!

• You're still in the fight against malnutrition—still needed to give Mrs. Homemaker advice about feeding her family.

The war focused the attention of homemakers everywhere on the Home Economist. They turned to you and learned how to get the most from meat even when it was scarce.

Now you have more to work with.

Meat is more plentiful. You can show Mrs. Homemaker how to include meat's body-building proteins and minerals in a well-balanced diet and be sure that good meat, like Morrell Pride Meat, is available to her.

We salute Home Economists everywhere who are still fighting to keep America strong!



JOHN MORRELL & CO. GENERAL OFFICES: OTTUMWA, IOWA

ON THE COVER: Just about to snip the satin ribbon on the last Christmas package to be wrapped is Ruth Wolfe. Jean Lyle holds the gayly decorated gift, and Maxine Green looks on. All girls are home economics seniors now living in home management houses.

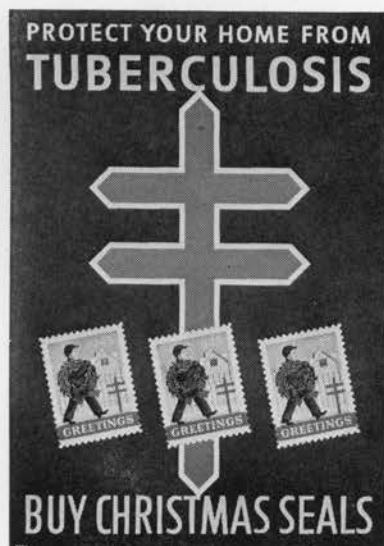


COMING . . .

● Hoping for a career? Rae Kobler of the Chicago Heibs group suggests beginning a business wardrobe in college and gives some practical advice on what to include . . . *Child Development* majors will be particularly interested in a survey in the January issue of new fields open to them.

WHAT'S GOING ON . . .

● Smells of carrots, broccoli and potatoes filled the halls of the press building as the *Homemaker* staff sampled newly developed anhydrous foods, said to have more flavor and nutrients than older forms of dried foods . . . Along with Christmas carols on the Campanile comes the time to buy *Christmas Seals* of the National Tuberculosis Association. Money raised is used for prevention, research and rehabilitation against the disease that causes more deaths among people 15-45 than any other. J.A.R.



- Members of the Iowa Homemaker Publication Board: Paulena Nickell, Chairman; Katherine Goepfing; Dean P. Mabel Nelson; Elizabeth Storm Ferguson; Kenneth R. Marvin; Barbara Jean Day; Mary Dodds; Mary Elizabeth Lush; Cornelia Lindstrom; Helen Joan Wilson; Jo Ann Reeves; Jean Charlotte Larson; Dorothy Jean Merrill
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T H E I O W A

Homemaker

A Review of Activity in Home Economics

IOWA STATE COLLEGE, AMES, IOWA

VOL. XXV, NO. 5

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*Stillness of frozen air
In crystal intensity
Ice-etched branches bare
Beneath ashen immensity. . .*

*Footsteps in the snow,
Pass in a vapor of pearl
A swift soft silence to know
The beauty of the mystic snow-world.
—Harris Kramer*

Keeping Up With Today

DIET analyses to determine ability of the body to make use of vitamins will be made by graduate students at Iowa State under the direction of Dr. Gladys Everson and Dr. Pearl Swanson, of the Department of Foods and Nutrition, and W. J. Caulfield of the Department of Dairy Industry. Milk, ice cream, vegetables and whole grain products will be studied.

Portable oxygen generating units for use by the army and navy was a war study centering at Iowa State. The 1½ million dollar research project termed revolutionary in nature, may give clues to the linkage between oxygen and hemoglobin in the blood.

Two hundred Iowa State students will learn how to drive safely this year in the one quarter training course under the direction of Dr. A. R. Lauer, of the Department of Psychology. A new five acre training field will give students opportunity to practice driving techniques on curves, intersections, traffic lights and signs and to learn other rules of the road which the licensed operator must know.

Keeping qualities of midwestern apple varieties will be studied at Iowa State in a research project financed by a grant of \$1500 from the Refrigeration Research Foundation. A grant of \$2500 from the same foundation will finance the study of poultry refrigeration.

Chickens live longer and weigh more when raised under cellulose acetate plastic glazing, according to tests made at the Iowa State College Experiment Station and other midwestern colleges. The new glazing retains warmth, is unbreakable, lightweight, allows ultra-violet rays to enter and disperses the rays to prevent burning. The material was used during the war in army hospitals, barracks and Seabee quonset huts, particularly in the Arctic.

Sweet corn breeding will be the subject of research by the Division of Agriculture made possible by a \$500 grant. A second grant of \$700 provides funds to determine the value of mold bran as a supplement to poultry rations.

Iowa homemakers are encouraged to steam or bake the fine potatoes provided this year in order to get full benefit of the extra quality and lower cost, according to C. L. Fitch, potato expert at Iowa State. The cool 1945 growing season produced potatoes that are extra mealy and bake especially well.

Clothes to buy and bring to college will be the subject of a pamphlet being prepared by the Textiles and Clothing club at Iowa State. This booklet will be sent to all prospective women students along with other usual college information.

WOI recently purchased a new recording machine that will be available to students of Iowa State for classroom work and auditions. The records used are made of a new transparent material, seven inches in

diameter and will record twelve minutes on each side. The recording is a different type from that commonly used in the home, for a slow speed is used and the grooves are very close together. The quality does not equal that of the home recording type, but is valuable to students as a permanent voice record.

Director of the Iowa Agricultural Experiment Station, R. E. Buchanan, was appointed by President Truman to membership in the delegation that attended the first meeting of the Food and Agriculture Organization of the United Nations. The meeting was held in October in Chateau Frontenac, Quebec. Director Buchanan acted as an advisor to the official delegate from the United States, Secretary of Agriculture Anderson.

The Statistical Laboratory at Iowa State tabulated data used in the agricultural census last year. Sample figures covered 67,000 areas and approximately 300,000 farms. An additional grant of \$35,000 to the Industrial Science Research Institute has been made to help complete a nation-wide sample of population which will be finished early this year. This population sample will make possible the taking of a census more often than every 10 years which will include large cities and towns and will cover 200,000 areas and approximately 1,200,000 households.

Decorated for the holiday season, candy and cookies become gay presents to hang on festive trees or fill Christmas stockings



Campus Traditions

Herald Christmas Season

Iowa State students celebrate the Christmas season by taking part in campus festivities says Florence Nylin

CHRISTMAS festivities at Iowa State link the past with the present through holiday traditions. Each year students celebrate the Christmas season in many ways: by purchasing Christmas seals, caroling, parties, candlelight church services, and by observing other college traditions.

Lighted this year for the first time since 1941 will be the giant pine tree on central campus, east of Beardshear Hall. Before the war, at each Christmas season the blaze of hundreds of red, blue, yellow and white lights twinkled from the branches of the old tree. The head electrician, official tree lighter, recalls wiring the tree 19 times.

Campus buildings, including the Memorial Union, the YWCA and all organized houses, display gaily decorated evergreen trees. This year members of the crafts group of the YWCA are making all the decorations for their tree, so that the ornaments will be original and unique.

Presentation of Handel's "Messiah" for 26 Christmas seasons has become a tradition at Iowa State. A 300 voice chorus is under the direction of Prof. Tolbert R. MacRae, head of the Department of Music. Soloists for "The Messiah" are vocalists from Ames and other nearby Iowa communities. In addition to campus concerts, recordings are being made of "The Messiah" and of carillon carols to be played over WOI during the holidays.

Christmas carols ring forth clarion-clear over the campus when Prof. Ira Schroeder of the Department of Music plays favorite carols on the carillon.

Many campus organizations go caroling each year. Sigma Alpha Iota and Phi Mu Epsilon, women's and men's honorary music fraternities, serenade their patrons and the music faculty the last Sunday evening of the fall quarter. Groups from clubs, churches, dormitories, sororities and fraternities also sing carols to shut-ins, faculty members and various residence groups during the week before Christmas.

Officially heralding Christmas in the women's dormitories is the traditional White Breakfast, given the Sunday before vacation begins. Before the candlelight breakfast, the women walk through the halls of their dormitories singing Christmas carols and wearing white dresses.

Each year the Iowa State fraternity men play Santa to children of Ames by giving a party and program for them. The YWCA also has planned a Christmas party this year, which they will hold in their lounge in Alumni Hall for a group of Ames children.

Because of the war several Christmas customs at Iowa State were discontinued, and have not been resumed this year. It was traditional for members of Phi Upsilon Omicron, women's professional honorary, to bake and sell fruitcakes. In 1941 400 pounds of fruitcakes were sold. As soon as sugar and other scarce supplies are more available the annual project will be revived.

The Girls Glee Club presents an annual concert of Christmas carols and hymns in a candlelight service which is broadcast over WOI. Last year poetry was included with the musical selections.

Heralding the Christmas season early in December, Iowa State students gather to sing favorite carols to shut-ins, faculty members and various residence groups throughout the campus and city



The Evolution of a Button

Shirliann Fortman reviews an unusual thesis on Handmade Buttons of Original Design written by Mary E. Kesler for the M.S. degree under the auspices of the Department of Applied Art

BUTTONS, buttons—have you ever wondered just how man began to use buttons in the first place?

Button badges apparently existed before buttons became functional. In China in early times, as is today, the button badge was an official badge of state. In 1847 the word "liberty" and the motif, "star of freedom" were adopted as a symbol of hope by the people of Liberia. In America the button badges have been long used for campaign buttons and for Red Cross, tuberculosis, convention, and souvenir purposes.

Buttons as distinguished from button badges are illustrated by primitive man who used wooden twigs with leather thongs tied around the middle to fasten the animal skin he used for garments.

It is certain that buttons have been in use for thousands of years, but as a practical article of dress they are relatively modern.

Delving further into our history book we discover the Egyptian clothing was held in place by girdles, ties and loops, so it can be said with reasonable certainty that their buttons were ornamental rather than utilitarian.

Ancient history books reveal the buttons on the bridles of horses in Assyrian sculpture indicate that buttons had been known by the Tigris-Euphrates Valley. The Mycenaean civilization contributed buttons of paste, gold, and twisted wire.

According to Kate McKnight Elderkin, buttons were first used functionally in Greek Ionian costume as far back as the fifteenth century.

Button manufacturing on a commercial scale started in Birmingham, England, during the reign of Queen Elizabeth. Buttons were highly praised as fashion accessories.

Most unusual to the generation of today, is the fact that it was the men, not the women, who were espe-

cially addicted to the use of buttons during the sixteenth, seventeenth, and forepart of the eighteenth centuries. Even the American Indian used the primitive button of a piece of raw hide tied around a stone. Soldiers of the Revolutionary War often carved crude, make-shift buttons from meat bones.

About 1790, large buttons adorned ladies' riding habits, and from that time until the present, buttons have been used copiously on women's costumes.

The cloth covered button of the eighteenth century was perfected in the early nineteenth. By the middle of the nineteenth century cut-steel buttons gained in favor. The approval of jet buttons and jewelry by Queen Victoria made jet very popular at that time.

In 1880 embroidered buttons in gay colors were followed by the use of large rhinestone buttons worn on double breasted fronts and belts. At the close of the century hand-painted pearl buttons were the fashion.

Buttons really assume individuality and distinction from 1860 as fashion favored chocteted buttons, as well as buttons of satin, silk, velvet, braid, vegetable ivory, porcelain and celluloid. Subsequently, buttons of shells, cork, rope and straw became popular. Plastics were used extensively before the war and will undoubtedly continue. During the present year, buttons are in more amusing and sprightlier form often too naturalistic to be fine design.

Today materials used for making buttons are numerous and comprise both natural and artificial products capable of being used just as they are found, or cut, turned, pressed, or shaped into various forms.

The process of elimination of all unnecessary, meaningless decoration is definitely influencing contemporary design. The modern designer endeavors to bring out the beauty of the material itself.

The media, such as pewter, copper, brass, and wood, used in the design of these handmade buttons are relatively few when compared with the wide range of available materials that could be used. The problem of button design offers an excellent opportunity for occupational therapy since they are small, easy to handle and inexpensive. The field of button construction promises a future as valuable and varied in scope as its past.



December, 1945

Dear Homemaker Staff:

I'm glad you're interested in learning more about the newspaper phase of home economics. Although my experience is limited, I can give you the view of the field as seen by an apprentice from her desk in the Marian Manners Department of the Los Angeles Times.

Our department is a division of the National Advertising Department, and we serve two large groups of people--the Times readers and the national food advertisers. We are primarily a merchandising service department.

When a Times advertising space salesman calls on a client, he tells him that the Marian Manners Department will promote his product in many ways. He explains that it will be mentioned in the daily food column written by Marian Manners, through our reader advisory service bureau and at the weekly Times College of Cookery.

The College of Cookery, the hub of our activity from October to June, is a lecture and food preparation demonstration given each Wednesday by Miss Manners. She conducts her demonstrations in the beautiful model kitchen on the auditorium stage. The foods are prepared before 600 women who are enrolled in the college. This cooking school, a modern version of adult education, retains none of the remnants of the old-fashioned circus type demonstration. The classes are integrated so that the series of lessons comprise a course of study. The more elaborate skills and techniques of food preparation are emphasized and the basic skills are taught incidentally. Miss Manners wants her students to appreciate the fun of food preparation rather than consider it a drudgery.

Since I am Miss Manners' assistant for the school, the College is my special interest. I help plan the programs; rewrite recipes to conform to our Times style, local market conditions and our advertisers' products; plan the program recipe leaflets; prepare the market order; organize the work preceding and during the cooking school; assist on the stage and help write publicity for the school.

The five home economists in our department comprise the reader service bureau. Times readers keep us busy answering questions by letter and by telephone. They call us continuously from 8:30 to 5:30 averaging about 125 calls a day.

Their questions are so varied that sometimes we think we are a combination of Emily Post, Dorothy Dix and home economist. Many questions are routine: "How

*Employed by the Los Angeles Times,
Joyce Curley, '45, past Homemaker editor,
applies her training in home economics*



long should I bake my apple pie?" Others are more complicated: "I'm having 12 people for dinner tomorrow. What could I serve that's different, easy and inexpensive?" Then there are a few questions that make us smile: "I just bought some brains and I don't know what to do with them."

This telephone service is one of the most important phases of our newspaper public relations because when we speak to a reader, we are the Times. Her most elementary question must be taken seriously because it is of importance to her. The appreciation we receive from those we help is gratifying.

We keep a complete file for each advertiser. It contains his advertisements as they appeared in the newspaper, editorial material supplied by the advertiser or his agency, our correspondence with him, tear pages of our columns which referred to his product and copies of reports we have sent him. At stated periods a complete resume of the service rendered by the Marian Manners Department is prepared and sent to each advertiser. This includes the tear pages, the number of times his product was recommended by a brand name, the promotion his product received in the column, over the phone, in letters and on the cooking school program.

The primary prerequisites for a position in the Marian Manners Department includes a thorough home economics background, typing and good telephone personality --a smile in your voice is essential. More than a smattering of patience plus a sense of humor are a great help. A position in newspaper home economics never becomes boring for there is always something new happening.

One suggestion: never be backward about asking "Why" in your home economics classes. Some day you may be answering a homemaker who has the same problem and expects you to know the answer.

Very sincerely,

Joyce Curley

From Cover to Cover

Bookmakers Create Their Own

Marjorie Clampitt traces production of books written, lettered and bound by Iowa State women

A BOOK produced from binding to printing by her own hands is the proud product of many Iowa State senior art students. Writing the story, designing each page of lettering and illustrations and binding the final product puts these students in a unique position among book publishers. Their workshop is Miss Edna O'Bryan's advanced applied art crafts class.

Ingenuity, imagination and good art principles are the guide posts of this course. The stories vary according to the personality of each author. Lettering and

Ease in lettering and design is increased by creating these original monograms and illustrations for children's jingles

illustrating are combined to make each page a beautifully designed unit to fit into the book as a whole. Then the book is expertly bound.

One student tells the story of a little boy in *Pepito*. "My name is Pepito. I live in Equador. I am five years old." Simple sentences such as these that children first learn to read are lettered on the pages. Stenciled in bright colors with chalk are figures of boys, girls and animals. With a spiral binding, the finished product is an ideal book for youngsters. This student made two copies and sent one to friends in South America.

What six-year-old wouldn't like to read the story of the *Foolish Fawn* who went out to see the world? "First," the story says, "the fawn saw rabbits." Illustrations of modern rabbits appear on the next page. "Then the fawn found lambs gaily frisking in a meadow." The reader turns the page and sees the lambs. This is one of several charming books for children.

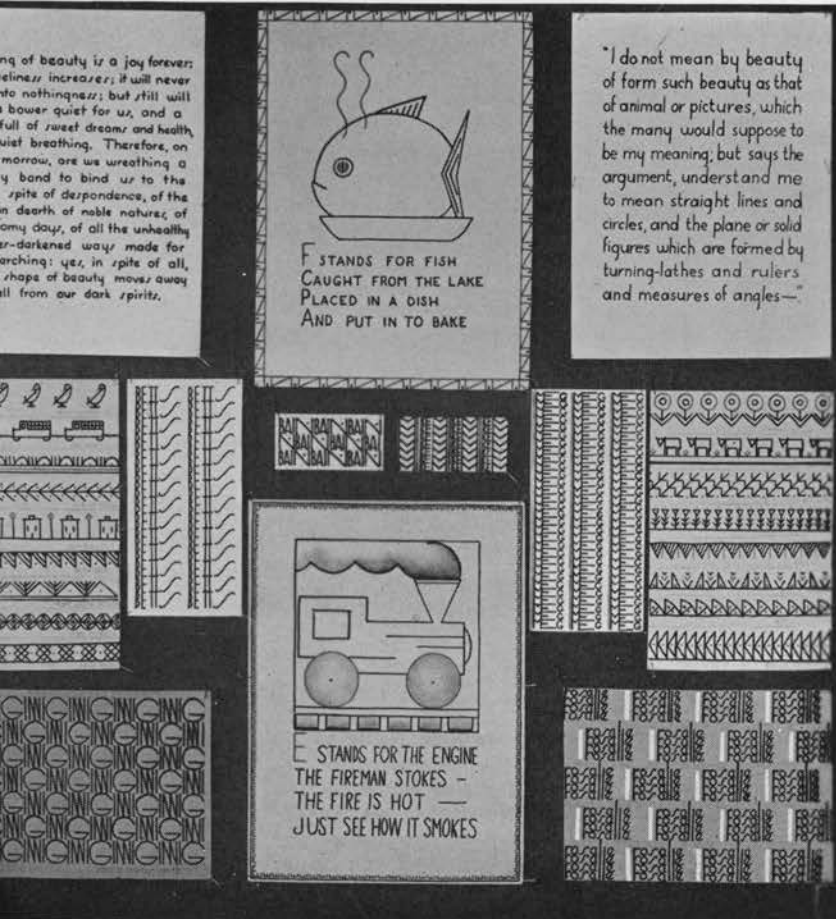
One book was written for a soldier-husband. Phrases describing special events and names of places and persons of interest to both will bring happy memories each time the book is read. Football games are recalled and drawings made of tiny footballs and pennants add decorations. Each page features a different idea, a different remembrance. When the book was ready to send overseas it was a few ounces overweight. The author solved the problem by taking it apart and mailing it in two sections which could be put together at its destination.

Another student made a *Remember* book. Again phrases recall events all through her life—football games, a high school boy friend, her first Iowa State homecoming. Only the author knows the full meaning of these phrases. Colored ink designs characterize each page. This book is not completely filled but will continue to grow as special events occur.

A story was written from a child's viewpoint by a 13-year-old friend of the student making the book. This was an animal story about a deer. Colored ink drawings bring the deer to the eye of the reader.

The author and her fiancé were the subject of another personal story. One girl lettered a baby book for future use. The students become proficient in making well-styled and proportioned letters. Use of abstract designs and colored inks provide a restful variety to a page of lettering.

To construct a complete book in this way is a satisfying accomplishment. The students discover that they can do as well as many people designing books for sale. In fact, some of them may go into such a commercial field. Whether they do or not, books produced entirely by their own ingenuity are proud possessions and keepsakes of many students.



CHRISTMAS in the many countries represented by foreign students at Iowa State has three common denominators—much good food, gathering of friends and relatives and church services. Otherwise, variety rules in customs, decorations and Christmas dinner.

Jamaicans go to church at 5a.m. in order to have plenty of time for the day's festivities which resemble a Mardi Gras celebration in all its splendor. Donning feather head dresses such as those worn by American Indians at war dances, masks, steer horns and sewing bright colored ribbons and bells on shirts and trousers, Jamaicans hold a masquerade parade, called a *John Canoe*.

Men, women, children and dogs join the parade to the home of a wealthy villager. After dancing and singing on his lawn, they collect money and spice cakes before going home to Christmas dinner, which is served picnic style on the lawn under the trees.

Curried goat is the *piece d'resistance* of the dinner. It's stewed in a big pot on the lawn with curry the only seasoning. "Believe me," said a Jamaican student,

cucurbits—cucumbers and midget squashes—peas and potatoes. Dessert is a rich, sweet preparation with a milk base. Milk is curdled with lemon juice, and sugar, raisins and essence of rose water are added. A sirup of cane sugar and water is poured over the curdled milk mixture.

Following a custom much like that of Guatemalans, natives in northern India prepare a chappati. Resembling a pancake in appearance it is rolled out like a cooky and baked on the hearth. Guests take a stack of chappatis and break off bits to dip into cucurbits and curry sauce for Christmas feasting. Then they eat curds and whey for dessert. Warm milk is inoculated with acidolphus bacteria and allowed to stand overnight. Flavored with essence of rose water and a sweet sirup, it is mixed with rice and served in a bowl.

After-dinner music follows feasting in both northern and southern India. The instruments are the tuba, drum, made of skins and standing 1½ feet high; the harmonium, a small keyboard about one-third the size of a piano with bellows like an accordion; the sitar

Variety Rules in Christmas Celebrations

"that's enough!" Boiled green bananas, which taste like cold boiled potatoes, yams and bread to be dipped in the curry broth accompany the goat.

Matrimony is a favorite dessert in Jamaica. The fruit resembles a May apple, tastes like a pear, forms a six-pointed star when halved and gets its name from being scooped out and "married" to chopped orange by condensed milk. The special Christmas drink topping off the dinner is *sorrel*. Made by steeping certain parts of a seed pod several days, this drink tastes like cranberry juice flavored with pineapple juice.

After dinner everyone takes a nap in preparation for the night's activities which are heralded by the sound of *mento*, music of the rhumba, played by violin, guitar, cello and drum, for street dancing. With jasmine and roses in their hair, señoritas and their escorts dance till dawn, going home to recuperate on Boxing Day.

There are two stories on the origin of Boxing Day. One says it comes from the time when British ruled the island and held their boxing bouts on December 26th. The other, that it is an old custom from the days when people gathered from miles around at one plantation to observe Christmas. On the day following they gathered up their presents and boxed them before going home.

The traditional Christmas tree in Jamaica is the dwarf pine with presents hung on it. Heaped around its base is the supply of fruits for the two-week holiday season: pineapple, papaws, guamadelas, pomegranites, oranges and cashew nuts. Red and white roses replace evergreen decorations for Jamaican homes.

IN INDIA, Christmas is not observed throughout the land because most of the people are Mohammedans and Hindus. The natives who have become Christians, however, have Christmas services, music and dinners rivaling those of their North American neighbors. A big mound of rice called palau, cooked in ghee, a butter oil, and topped with curry is served on a copper tray. Surrounding it on side dishes are

which is a dried pumpkin half shell with seven wire strings stretched over a wooden neck often reaching a height of 8 feet; bamboo flutes and variations of the sitar orchestra. The Indian student at the conclusion of the interview said, "As throughout the rest of the world, the day ends on the sounds of 'Silent Night, Holy Night.'"

GUATEMALANS also open the holiday season with a parade. The children, led by a priest, go from house to house playing toy flutes, and carrying flowers and an image of the Christ Child, seeking permission to prepare a Posada, resting place, for Mary and Joseph. When accepted, they offer special prayers and Christmas carols before being served sweetbread and coffee.

Erection of the Nacimiento, or Nativity Scene, is a custom dating from 1223 when St. Francis of Assisi set up the first crib scene in Italy. On a relief map of Bethlehem, little wooden figures of the wise men, shepherds, angels and the scene at the inn are set up. Then during the Holy Days from December 22 to Noche-Buena, the good night when Christ was born, open house is held so that all the villagers may visit the Nacimiento, sing carols and hear the Christmas story.

"Feasting in our own homes follows the Nacimiento with Tamales de Carna, the turkey in Guatemala," said a student from that country. Turkey is cooked and cut off the bone, mixed with ripe olives, pimienta and raisins in thickened broth and placed in the tamales. These have been made of a fine white corn meal instead of the usual yellow corn meal. Singing around a candle-light Christmas tree completes the feasting and precedes church services at midnight. Ringing bells and shooting off fire crackers and sky rockets the Guatemalans welcome Christmas Day.

by Rosalie Riglin

Nation's Major Industries

Offer Careers to

Mary Lowell Schwin, National Chairman of Vocational Guidance for Home Economics in Business group, previews need of business for graduate home economists with foods training

BUSINESS organizations today key their products, including their preparation, production, advertising and selling to American women, the official buying agents for America's biggest institution—the home. No one is better suited to tell them what industry has to offer than another woman, a woman with special training for the job—training in home economics.

Many of the business opportunities of today and tomorrow will require women with training and experience. There will be many demands for the graduate in home economics. Let us look at the business opportunities open to the foods graduate.

Conduct Market Research

Foods companies need home economists in many departments working on the different phases of their business.

In research departments they work on development of products, timely changes in merchandise already in production, the analysis of product and on methods of preparation for these products. In these departments are prepared all the new foods which next go to the market research departments.

Market research is survey work or actual consumer testing. The home economist finds by interviewing, generally accurate accounts of a product's consumer acceptance, which members of the family like a product, how often they will eat it, how it should be prepared and served, what information should be on the label and other information a manufacturer should know before deciding that the product should be put on the market. Without this knowledge, the manufacturer can only gamble on the probable success of the product.

The home economist in the separate Home Economics Department may do the recipe research or development for all foods, write radio scripts, give radio talks, write the package directions or package inserts and write consumer leaflets and newspaper releases. Home economists plan photography setting and prepare the food for the professional photographer; conduct consumer demonstrations and sales training classes.

Home economics directors in most food companies

report to the advertising, sales or research department managers, or to a company executive in charge of one or more of these departments. In some food companies a home economist may work in the advertising or public relations department, but her work is correlated with that of the Home Economics Department.

Food trade associations supported by a group of food companies or producers aim to create a demand for a certain class of foods—thus stimulating and increasing their sales. The home economist is needed by these associations to direct consumer interest in the development of recipes, the writing of consumer leaflets and newspaper and magazine food releases. The work differs in each association but she may write scripts and give radio programs and demonstrations to academic groups and consumers and write educational and other advertising copy. Her work might also include food photography and programs for meetings conducted for member companies. Most positions in this field are varied and require many skills and much practical experience.

For equipment manufacturers the home economist works with engineers who plan and produce equipment, suggesting ideas and testing these ideas with kinds of foods the consumer will use and trying to develop equipment which is a little bit better, a little easier to use.

In the Home Economics Department, the equipment is rigidly tested for home use. The home economists prepare consumer instruction books and educational material, write and check advertising copy, conduct sales training classes for the manufacturer's personnel and that of utilities and dealers who sell the equipment. There are also demonstrations or cooking schools to conduct for educators and consumers. To understand the principles of producing and using equipment the food home economist planning to enter this field should include household equipment in her college curriculum.

Develop and Test Recipes

Advertising agencies are coming to realize that they, too, need the home economist in their work which goes directly to the consumer. Today there are only a few agencies with staff home economists, but this is one of the most fascinating future opportunities for home economists.

Some of the valuable things home economists are doing for agencies are developing new recipes and uses of the products which their clients sell, or suggesting ideas that the client will test, planning and preparing the photographic setups that will be used

Foods Graduates

in color or black and white photography, working as a copywriter and suggesting and preparing advertising copy.

The journalism-trained home economists are needed by newspapers with well-established food pages. Eventually those foods editors who have not had food training will be replaced by these trained people. For some papers the home economist tests all recipes printed in the paper and foods or equipment for advertisers, conducts cooking schools in addition to writing foods copy. Much of the publicity material sent out by foods and equipment companies is collected and used by the foods editor. She keeps in touch with local government agencies giving food and market news to her readers. She answers telephone inquiries which are varied, interesting and often amusing.

Promote Use of Utilities

There is a growing need for home economists in the utility companies. Their purpose is to increase sales and promote the intelligent use of gas and electricity. To do this the home economist conducts demonstrations for the employees and the public; she gives sales training classes for the salesmen; prepares booklets and papers on the use and care of the gas or electric equipment and writes for the company magazine. She follows the sale of equipment into the home to train the homemaker in its best use.

Plan and Edit Foods Articles

Women's magazines and magazines with sections devoted entirely to women need home economists. The responsibilities of the experienced editor include planning the food section, collecting all up-to-date material, conducting surveys and editing reports or releases of all food home economists. The graduate has a place here in helping collect, sort, file and use this material; to test all the recipes before use; plan and set up the food photographs; to test the recipes submitted by clients or advertisers and to develop sound ways of using advertisers' products. The number of positions in this field are not great, but experience in this field leads to worthwhile positions.

Now that department stores and mail order houses will soon be getting the equipment necessary for the preservation, preparation and serving of food they need more home economists with a foods background. In the department stores, home economists help prepare displays of merchandise which promote sales, make table settings, flower arrangements, exhibits and



Experienced tasters perform an important function in the development of recipes and testing of new foods equipment

conduct cooking schools on the use and care of utensils and equipment. Home economists test equipment and other merchandise in some mail order houses where laboratories are maintained.

Skill and Experience Required

Home economists trained in institution foods work may find interesting work in hotels, restaurants, air lines, railroads and industry. Women so trained are responsible for menus, standards of food prepared, the food service, the personnel, the buying of foods and equipment, recipe development and the operation of research experimental kitchens. More and more restaurant chains or industries feeding vast numbers of people have found that many and varied problems are solved by the experimental kitchens. The home economist can often find work in this field during summer vacations from school—working as hostess, checker, cashier, or in some part of food preparation. This will give her valuable practical experience and an opportunity to meet the all-important person—the American consumer—early in her career.

Many unusual positions are open now for the experienced foods graduates. Finance companies need home economists for consumer education work. Radio stations need women to write scripts and direct women's programs. Industry can use them as personnel managers to supervise women employees.

There is also the opportunity for an experienced home economist to work on a free lance basis, limited only by her personal ability to work and the income she wishes to command.

To qualify for any of these positions the graduate must possess these qualifications: skill and experience in working with food, imagination, ability to work with both women and men, initiative, a sense of responsibility, good appearance, energy and physical stamina, a practical approach to business problems and understanding of business with its relation of employee to employer.

For today's graduate there is a fascinating career ahead—those now working in business home economics are proud of it and recommend it highly.

WHAT'S NEW IN

Textiles and Clothing

INCREASED wear and resistance to runs in rayon hose result from a new synthetic resin finish. The finish does not enter individual fibers but remains on the outside to produce partial interlocking of stitches. This makes the structure more resistant to abrasion.

★

For a water and mildew repellent finish, laundries can add a wax to the final rinse water. Water resistant fabrics do not spot easily, retain a press longer and are less likely to wrinkle.

★

New rot-proof cotton retains 80 percent of its strength after burial one year in damp, warm soil known to be rich in organisms which cause rotting. Untreated goods rot to pieces in a week under the same conditions.

★

American-made straw knit from a combination of lustrous and dull rayon yarns provides a material with crystal like sparkle for hats, bags and belts. The water-repellent finish protects light colors from quick soiling, permits easy cleaning and keeps the material from becoming limp when damp.

Foods and Nutrition

STRAWBERRY is the most easily heard of all popular words in the English language, according to tests at Northwestern University. Next in line in audibility are chicken and oatmeal.

★

Tablets of vitamin C will hold color and flavor in home-canned peaches, pears and plums. The vitamin acts against oxygen to prevent darkening and change of flavor in fruit at the top of the jar where it comes in contact with air.

★

Straining orange juice reduces the vitamin C content to three-fourths to one-half of that contained in segments of the fruit. However, orange juice standing 24 hours in a refrigerator will lose only 5 percent of its vitamin C.

★

Thinly sliced sweet potatoes are replacing four-fifths of the sugar formerly used in a commercially-made fudge.

★

Patchwork loaf containing salmon tails, heads, caviar and liver utilizes these once wasted sources of protein.

★

A streamlined fish curing process resembles the curing of wood for airplane propeller blades. Rather

than the old wind and sun process, a flow of dry air cures the fish, retaining better flavor as well as vitamins and other food values.

★

Sterilization of meat to make it free from hoof and mouth disease is a new use of dielectric heating. This electric process also can tenderize, defrost, precook, dry, blanch and scald poultry.

★

Homogenized cherry jam has no lumps. This seedless jam retains the aroma of fresh cherries.

★

Canned whole goat's milk makes it convenient for special diets. The sealed, noncondensed, nonevaporated milk will keep six months without refrigeration and still retain a pleasant flavor.

★

Gremlins which cause faulty seals, quick breakage and ultimate spoilage of glassed foods are stopped by a machine which detects cracks and other defects in glass jars and bottles. Offenders drop off a rotary turntable without interrupting the assembly line.

★

First of a fleet of 20 air freighters flew uniced salmon from Neah Bay, 100 miles west of Seattle, to Detroit in 48 hours. The pilot regulates thermostatic control which maintains desired temperature in the body of the plane.

★

Cream retains flavor and freshness over a year at room temperatures if canned under sterile conditions after the addition of vegetable stabilizer. After 6 days' storage, samples receive tests which indicate whether the cream is unstable and must be rejected because it might turn into butter.

★

Ice cream containing 1 to 2 percent dried eggs is smoother and has greater food value. It also annually utilizes 10 to 30 million pounds of dried eggs, which



*The spirit of good will and friendliness pervades
Traditional Christmas figures of pine tree and*

HOME ECONOMICS

are decreasing in use since the war's end. This percentage of dried eggs is desirable both from the standpoint of flavor and cost.

★

Formerly wasted coffee pulp makes animal feed nearly equal to alfalfa hay in nutritional value. The new feed can be stored for mixing in cattle rations.

★

Detection of mealy potatoes by floating them in salt water is a discovery at Cornell University. Mealy potatoes will sink while the desirable ones float.

★

Buoyant life belts which survivors can eat contain

a starch product. A good insulator, this starch also goes into surgical sponges and has possibilities as a candy base.

★

Russian fresh caviar will reach the United States at a reduced price due to a better and less expensive packing method.

★

First successful canning of fresh-water fish is Minnesota carp done tuna style. After cooking, flaking and boning, the fish goes into cans with cottonseed oil.

★

Opening a package of bacon without getting greasy fingers is possible with a new wrap-

per. Moisture proof and light-proof, it prevents discoloration and damage by light.

★

A new method of quick freezing provides whole milk for GI's aboard ships and in Alaska. After 3 months storage this frozen milk tastes as fresh as new milk, and the bacterial count is lower than in the milk supply of the average American Home.

★

After boiling or baking in their skins instead of peeling before cooking, sweet potatoes retain their high content of carotene and from 69 to 83 percent of their vitamin C.

Home Management

SHELVES $4\frac{1}{2}$ to $6\frac{1}{2}$ inches deep on which packaged goods stand in one row are more convenient than deeper shelves. The homemaker can easily see the items she has stored and can remove one package without disturbing the rest.

★

Usually asking for specific brands when shopping are 56 percent of the homemakers in Newark; 73 percent look for the brand and 78 percent look for informative labels or stamp to confirm quality.

Household Equipment

PATTERNED after the galley of a submarine, the Illinois Central Railroad's first all-electric dining car will be ready before Christmas. It includes heavy duty ranges, a garbage disposal system and a sub-zero freezing unit for out-of-season foods.

★

Automatically opening and closing windows, a new electric device prevents rain from marring rugs or curtains. Temperature changes before and after a storm cause the device to operate.

★

An electrically operated sterilizer will hold a 24 hour supply of nursing bottles. A heating element automatically shuts off electricity when the bottles are sterilized.

Institution Management

EATING in groups, freshmen forget food prejudices, according to a recent survey at West Virginia University. From 40 to 60 percent of the men had no marked dislikes compared with 30 to 40 percent of the women. Liver was the most unpopular iron-rich food. Ten percent of the women would not eat spinach and prunes while 6 to 13 percent would not eat eggs. Men drank three glasses of milk daily to the women's two, but the women ate more green and yellow vegetables.

★

Increased weight and higher grades are found in children attending schools where hot lunches are served. These children gain an average of six pounds and raise their grades an average of 9.23 percent as compared with two pounds gained and a lowered grade average for children in schools without a lunch program.

★

A new burner reduces gas consumption by producing infra-red rays and heat so intense that all gas must burn with no waste. A replacement for coffee urns, steam tables, boilers and sterilizers, this burner has adjustable height and burns any kind of gas.



The Christmas season highlights winter entertaining. Add a festive note to the table of buffet desserts

Clothes Go Gay for the Holiday

CHRISTMAS this year will be sparkling with hope and meaning for Vicky. The first post-war celebration will be the gayest and brightest she has ever known.

To collegiate Vicky, Christmas means clothes. To an Iowa State Vicky, clothes mean the cheeriest ones she can find that specialize in an extra helping of warmth.

Warm, beautiful hoods are pushing the tired, old bandana right out of the campus scene. Vicky herself chooses a hooded cape that shelters her face with bright red wool jersey. Black on the outside, and reversible, it is a topper for all her black and bright skirts. A special bonus to hang from the tree are the black wool jersey gloves that pair with the cloak. They, too, are lined, the cuffs turn back with the red jersey accent.

Ponyskin boots that keep her feet warm on the iciest toboggan slides are cozy-fleece lined and have ridged rubber soles that will keep dry even on the wettest cold days. In blizzard temperatures she will pair them with a pair of warm wool slacks, a top coat and jersey hood for the long hikes from home to class.

A whimsical gift that will gladden Vicky's heart is an over-skirt of bright blue tweed. Worn over her dresses and skirts, it has a full, front opening and looks like a coat from the waist down. It meets her short, full-sleeved jacket halfway. She'll find it gala for Sunday afternoon waits at the bus stop.

Holiday clothes and school clothes may be the same, says Vicky, with her two feet flat on the ground in the snug, sensible new flat-heeled shoes. She will be casual and assured in the tested and proven college formula of good tweeds, good jersey and polished leather.

A clear-checked black and white tweed suit that will ring the bell for both wear and appearance has a straight skirt with a folded pleat at the front and a fitted, smooth-shouldered jacket. Wide, flat lapels top off the single-breasted jacket front, and Vicky can wear either a gleaming leather belt at her waist, or cinch a heavy gold chain about it.

More tweed outlines Vicky's hands, in the form of wrist-protecting mittens.

They have heavy black wool jersey palms and are great to have on hand with either a black or bright coat.

From the gay holiday rounds of parties back to college firesides and exchanges go Vicky's combination jersey and jerkin dresses. One, a side-buttoned jumper in beige, is made with a shepherdess neckline, and short cap sleeves. It is worn over a black jersey blouse, made with a high neckline and bow tie.

A horizontally striped jerkin, made with deep cap sleeves Vicky wears over a long-sleeved taupe dress. The dress has a long, fluid line, gathered on a drawstring at the waist.

Sharing the highlights on the tree with precious nylon hose this year may be a fur-cuffed cap that will frame Vicky's face, muffle her ears. Made of black wool jersey, with a stenciled lapin band turned back off the face, the hat is designed to nullify the chilliest breezes. There are mittens to match this hat also, backed with the lapin, made with black suede palms.

As addenda to the Christmas stocking may be a pair of brown goatskin jodphur boots, that strap firmly around the ankles, are just long enough to accommodate tucked-in trouser legs.

To top off all the Christmas cheer are the returned bouffant, princess-like dancing dresses. One of the most beautiful debutante dresses in Paris is the model for the white chiffon gown Vicky will wear. It has a foaming full skirt, a pleated, strapless bodice. Crossing the bodice from shoulder to waist is a deep-colored spray of holly leaves and berries. The waist of the dress is knotted round with a narrow green velvet cord.

Another white gown is made of drifting white net, with a full, flounced skirt. The flounces and off-shoulder ruffle are edged with pink satin tatting. A great pink satin bow that stretches from shoulder to shoulder is tacked at the back of the dress. The streamers reach almost to the floor. To this Vicky adds tiny pink ballet slippers and elbow length white kid gloves.

by Josephine Ahern

THE IOWA HOMEMAKER





*To
Chopin's Best,
Add Bach . . .
And Multiply
By Gershwin*

MUSIC to mix in any formula you like—Chopin, Liszt and Beethoven or Gershwin, Grofe and Gould. It's all here in the Union.

Thursday noons the sedate beauty of Johann Sebastian Bach's "Pastorale," played on the great organ, may fill Great Hall, or the full voice of the symphony orchestra may lift to a climax in Schubert's "Unfinished Symphony." At other times, Ferdi Grofe's "On the Trail" may float lightly from the bells of concert band instruments. Again, at Christmas time, the splendid joy

of Handel's "Hallelujah Chorus" from The Messiah will be sung by the vocal music groups.

Every day, although there is not a special program, you can find the music answer to your moods in the Carnegie Music Room. In the long list of classics and semi-popular records you'll find one that suits you.

A part of every person, music that soothes or inspires becomes interwoven in knowledge and graciousness that leads to more meaningful living.

"Hub of the Campus"

MEMORIAL UNION

Students Recognize

Home Economics Pioneer

AN ANNUAL commemoration of Ellen H. Richards is held each December at Iowa State College. It is sponsored by Omicron Nu and Phi Upsilon Omicron, the home economics honorary fraternities.

The purpose of the day is to acquaint students with Ellen H. Richards and what it means to become a trained home economist. Ingenuity in choice of profession and exciting details of the field are discussed. Leading home economists have taken part in programs for the past 17 years.

Ellen H. Richards is considered America's "First Lady of Home Economics." Throughout her life she was intensely interested in broadening the fields of science for women and developing the home economics movement. Her interest began while a chemistry student at Vassar. After her graduation, Ellen Swallow was granted permission to enter Massachusetts Institute of Technology as a special student of chemistry. She was the first woman admitted to the Institute. As a student and later as an assistant in the chemical laboratories, Ellen Swallow did expert work in water analysis. For her services in sanitary chemistry and public health, she has gained lasting recognition.

In 1875 Ellen Swallow married Professor Robert Hallowell Richards, head of the Department of Mining Engineering at Massachusetts Institute of Technology. Mrs. Richards assisted her husband in analytical studies of mineralogy and continued her own work at the Institute as a consulting chemist. In her private practice, Ellen H. Richards made analyses of water, air, food, textiles and other household materials. She became the founder of modern household science.

During the nineteenth century there were few opportunities for women to receive college educations. Mrs. Richards was largely responsible for the establishment of a Woman's Laboratory at the Institute. She spent much time, money and effort assisting ambitious young woman students. Some even lived in the Richards' household, which was well known for its abundant hospitality.

Teaching by correspondence was in its early stages. The idea appealed to Mrs. Richards and she associated herself with a society promoting home study. To persons who could not obtain a formal education, she mailed courses of scientific subjects.

One of the greatest accomplishments of her life was the organization of the home economics movement. It originated at Lake Placid in the Adirondacks. Discussions were held concerning home economics instruction in public schools, food problems and bettering of conditions in the home and community. People of like interests had an opportunity to meet and exchange opinions.

The American Home Economics Association was organized in 1908. Mrs. Richards was chosen as its first president and entered into the work with her customary enthusiasm. The organization developed rapidly and now has many district and state branches.

In her later life, Ellen H. Richards was appointed instructor in sanitary engineering at Massachusetts Institute of Technology. Besides teaching, she spent much time lecturing and writing. —June Welch

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U.S. CHRISTMAS, 1945

Combines Customs of the Centuries

*Symbols from all over the world are combined
in our American Christmas says Louise Stuckert*

THE evergreen tree with colorful lights shining from branches weighted down with gay ornaments and silvery tinsel is one of the many symbols of an American Christmas. The origin of the decorated spruce is the union of two elements. The first was a pagan custom of adorning houses with trees and winter greenery. This idea was imported to the Nativity Festival from the Roman Kalends of January where evergreens were used widely as a symbol of good luck. Second and most important was a wonderful legend that told how, on the night that Christ was born, all the trees in the forest, despite snow and ice, bloomed and bore fruit.

Martin Luther introduced the first Christmas tree, decorated with cut paper and candles, into the domestic celebration of Christmas.

The belief of Saint Nicholas, dates back to the third or fourth century. St. Nick was a son of wealthy parents. With his inheritance he joyfully, but secretly, bestowed his riches on poor, needy families. After his death many traditions sprang up and his birthday, December 6, was celebrated by prayer and festivity.

Tradition of St. Nick was carried on, but his birthday was pushed up to that of Christ's. In America Saint

Nicholas was wonderfully transformed by early settlers into Santa Claus. Saint Nick lost his legendary pale face and took on the tint of rosy apples; from a lean, ascetic man he became a fat, jolly old fellow and more a humanist than a saint. He added to this, a cap and suit of brilliant red, trimmed with ermine. He traded his gray horse for a reindeer and sleigh and became the human symbol of the Yuletide season for the children.

"'Twas the night before Christmas," undoubtedly did much to make Santa Claus or Saint Nicholas and the colorful stocking, hanging from the fireplace, popular with young Americans.

Customs come and customs go, but those of Christmas remain forever. The custom of sending Yuletide greeting cards, or even using lighted candles, are an inherent part of the Christmas atmosphere. Cards help produce the Christmas spirit and good cheer.

Christmas cards were originated in 1846 in England by Joseph Lundall, a London artist. They were printed by lithography and colored by hand, and were the usual size of ladies' calling cards. In 1862, Christmas card manufacturing gained a foothold and experiments were made with ordinary calling cards. Inscriptions of Merry Christmas and Happy New Year were tried on the cards.

Gradually more complex ideas and intricate shapes and designs were used and until today Christmas cards still are the essence of good cheer and convey the Yuletide spirit.

The tradition of lighted candles is a carry-over from the Middle Ages, when one single, large candle was set up in remembrance of the Star of Bethlehem. In some countries it was believed that the lighted candle was there to light the Christ Child on his way.

Christmas carols were at first Yuletide drinking songs and then they were welcomed aids to cheerful piety. Carols were adopted by Saint Francis of Assisi and his comrades to diffuse religious knowledge among the common people. They were bright, homely songs that praised the Child of Bethlehem.

There can be little doubt that midnight mass on Christmas Eve originated in a belief that the Birth of our Lord occurred about midnight.

The mode of saluting or more modernly — kissing — under a sprig of berried mistletoe may be a "naughty child" of the *pox vobiscum*, the kiss of peace, which was practiced in the ancient church, in token of the divine embrace of man in Christ, which made of believers one loving household of faith.

The holly and ivy wreathes, which adorn modern front doors, were once believed to have the power to bring the woodland spirit into the home.

Holly leaves and ribbon-wound Christmas candles surround the madona figurine in a decorative theme for a fireplace mantle



Across Alumnae Desks

CHRISTMAS means lots more to you, I know, than just careful shopping lists, stretching of pennies, and using yards and yards of ribbon and gift paper getting everything wrapped.

"It means giving of yourself, too. Not only do you send sentimental gadgets to some of your best friends, but you take a pretty plant, or a door decoration, or a Christmas friendship candle to their mothers, or to



Beth Cummings Pascal

some of your mother's friends. You put a dollar into an envelope and send it to someone to whom one dollar looks like fifteen.

"When you've accomplished some of these deeds, you'll know what a Merry Christmas really is."

Beth Cummings, '39, Farm Journal, December, 1945.

"FOR Christmas, open and enjoy the food treasure chest, your freezer locker compartment or home freezer compartment. All the jewels of the past growing season are gathered there. Put them on display at mealtimes for your guests' pleasure. Bright garden fresh vegetables and fruits sparkle irresistibly on the table."

Joan Miller, '44, Capper's Farmer, December, 1945.

"COOKING is as creative as any other form of art. Because the results of the cook's creativeness enjoy only a brief existence does not in the least lessen their artistry. A symphony gives pleasure only while it is being heard, yet the musician who wrote it and they who played it are truly recognized as artists. Seldom, if ever, does anyone speak of the "drudgery" that goes into writing a piece of music, or into its playing. Doubtless, for the most part, that work itself was pleasure of a sort, rather than the ignoble toil which the dictionary says drudgery is."

Clara Gebbard Snyder, M.S. '30, Wheat Flour Institute, November, 1945.

Christmas Gifts

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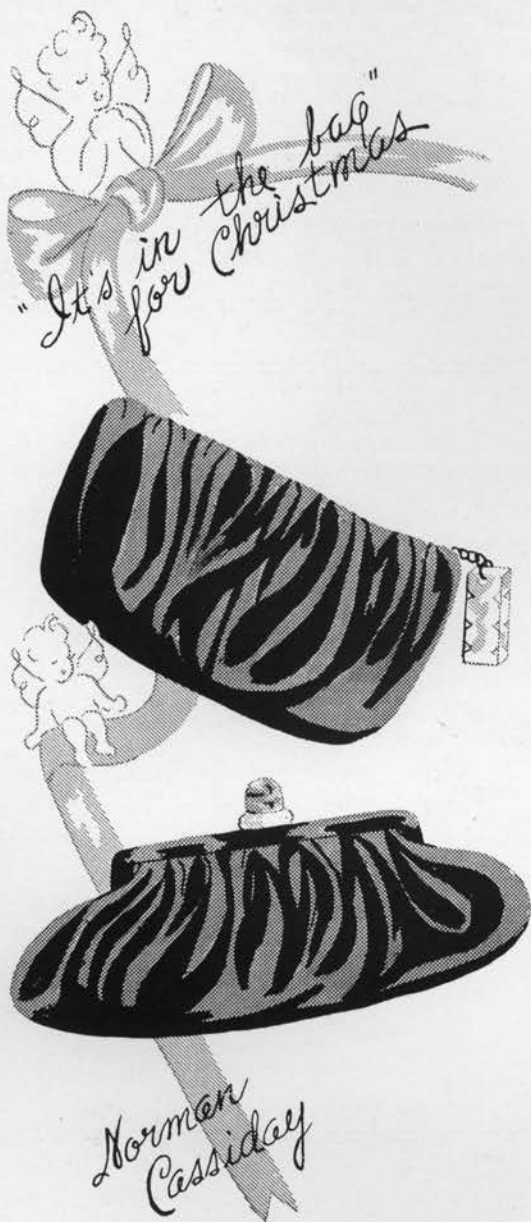
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GIVE A GOOD BOOK

by Dorothy Lindecker

NEW books furnish sparkling ideas for Christmas gifts. Behind these bright jackets are pages full of entertainment for everyone on your Christmas list.

Emily Kimbrough, co-author of *Our Hearts Were Young and Gay*, once again reminisces, this time to tell the story of her childhood in a small mid-western town in the first decade of the century in *How Dear to My Heart* (Dodd, Mead \$2.50). Miss Kimbrough touches her recollections with laughter and merriment.

Those who are interested in clothes will discover untold secrets in Beryl Williams' *Fashion Is Our Business* (Lippincott \$2). This is an up-to-date book not only about fashion but also about the fashion creators who design our clothes today.

An excellent addition to Dad's bookshelf is *Pine, Stream and Prairie* (Knopf \$3.50), by James Gray. This moving narrative tells how the people of Wisconsin and Minnesota work, think, create, play and argue.

Kumar Goshal, in *The People of India* (Sheridan \$3) breaks down common misconceptions about India and explains many of their customs which have long been a mystery to us. He brings us closer to this country about which we know so little.

A realistic analysis of the situation in which each of the major countries found itself as the war drew to a close is presented by William B. Ziff in *The Gentlemen Talk of Peace* (Macmillan \$3). Mr. Ziff, long familiar with military and international affairs, attempts to give the public an overall picture of the world today with the dangers and contradictions it holds for the peace of tomorrow.

Endless hours of enjoyment for a younger brother are in the pages of Edwin Way Teale's *Dune Boy* (Dodd, Mead \$3). Laid in the Indiana dune country, the story of a boy naturalist unfolds against a background of humorous incidents and a deep understanding of human nature.

Mother, or another enthusiastic cook on your gift list, will find dozens of new and unusual recipes in Herman Smith's *Kitchens Near and Far* (Barrows \$2). Woven into this unusual collection is the story of the far lands and strange ships from which they were collected.

**H. L. MUNN
LUMBER COMPANY**

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Phone 2

IOWA STATE COEDS

SHARE USABLE IDEAS

Christmas decorations of pine cones, ribbon add charm to college room doors



RESOURCEFULNESS of the modern college woman does not stop with planning clever Christmas gifts for her family and friends. She also has constructive ideas for her college room, her clothing and her home.

Color adds gaiety to a college room. An inexpensive way to be original in design and also to decorate drab walls begins with two discarded pie tins plus colored paint. After the paint applied to the tins thoroughly dries, apply an original design on top of this base coat or place a decorative transfer on the paint. Shellac the complete tin and secure a piece of string to the back with iron glue. Hang on the wall for a picturesque addition to your room.

Another decorative suggestion carries out the chintz theme and solves the problem of what to do with unmounted pictures of friends. To frame the photographs, choose a frame larger than the picture and cut a mat to fit the frame from curtain chintz. Center the picture on the chintz with rubber cement. Place in the frame and back with cardboard for stiffening.

Wall paper can take the place of cottons in many decoration ideas. Buy a roll at a department store for a fraction of a cent a yard and use it to cover orange crates, bulletin boards, wastebaskets, lamp shades and picture frames. Make cluttered closet shelves neat and feminine with gay covered boxes. Hats, gloves, formal shoes, sewing and art supplies may be kept in good order in boxes of all sizes covered with bright wall paper.

Solve the where-to-put-it problem by constructing a bright bulletin board from plywood. Cover the board with canvas or upholstery material in a suitable color. For a tailored room, add a narrow wooden frame; but to achieve the feminine effect, edge the bulletin board with a wide ruffle of gingham or chintz, to match draperies or spread.

If storage space is needed in the college room, a wooden butter tub with a bright colored flounce around it not only lends color but gives a needed container for storage. To add interest to the array of bottles on your dressing table, remove the labels and paint enamel designs or apply transfers to the container.

Make jolly snow men place cards for a Christmas party by sewing three buttons of different sizes to the

front of a folded sheet of stiff paper in the shape of a snow man. Draw in a stovepipe hat and attach a broom made from cord fringed on one end. This friendly figure will add a festive note to your party table.



The Time Is NOW

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TROWS



Child raising is a full time job for every mother. Her presence in the home is necessary until the child reaches the age of eight

Can a Homemaker Have a Career?

Combining marriage and career is advocated by Dr. Reuben Hill, reports Betsy Nichols

WOMEN today find a world in which they can more nearly reach equality with men than in any previous time. The traditional saying that a woman's place is in the home has become obsolete. This has occurred not only through progressive social ideas but through the invention of household conveniences. Now with her electric ironer, her range and vacuum cleaner, the homemaker's daily job has been cut from nearly 16 hours to 7.

With extra hours women turn their energies to other activities. Pearl Buck deplores the situation that has produced a feverish social life among modern wives. She suggests that no woman should be educated, and that she be trained to be only an obedient house servant.

Would not activities which would employ the homemaker to her full capacities be a better solution, asks Dr. Reuben Hill, of the Department of Economics and Sociology. This could be done by integrating her education and desire for a home and family.

To combine a full-time job with management of a home creates an excess burden on the wife. To eliminate this, an arrangement whereby an adequate amount of time can be given to both should be arranged. This can be done by the husband and wife sharing the

responsibilities of homemaking. The more strenuous tasks around the home are better fitted to a man. He can fulfill them with more skill, while the wife may attend to household duties for which she has more talent.

The 40-hour week divides time adequately for such an arrangement. A halftime job for the wife gives both the feeling of responsibility for the home and the added stimulus of outside work. Economically the plan would tend to increase rather than diminish the total income, and yet more time could be enjoyed around the home.

Plans for children must be made, adds Dr. Hill. Although psychologists say that there are just as many problem children in homes where the wife does not work as in those in which she does, care of children presents almost a full time job. Few modern inventions can cut the time necessary to care for toddlers.

Dr. Hill suggests that a period be set aside to raise children. A mother's presence in the home is necessary until a child reaches the age of eight. Thus, in planning a family of four children, a period of eight years for child bearing and eight years until they are sufficiently old not to require constant attention should be reckoned.

If such a period of time elapses while the wife remains in the home, knowledge of technical training necessary for her career may be forgotten. This can be prevented in two ways: by keeping alive an active interest in her field by reading new material and by taking refresher courses at the end of the 16 year absence.

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Alums

in the News

IOWA STATE alumnae are returning from wartime overseas jobs to find their place in the post war world.

Lieutenant Florence M. Berger, '39, was recently awarded the Bronze Star for meritorious achievement in connection with military operations in Italy. Lieutenant Berger was a dietitian for Stanford University Hospital prior to being commissioned as Medical Department Dietitian in the Army of the United States in March, 1943. Her citation states in part: "Her thoroughness, marked attention to duty, and high degree of tact contributed directly to conserving the strength of the command."

Kay Louise Johnson, '39, is awaiting transportation back to the United States from the Pacific theater. Miss Johnson has served as an army dietitian for the past two years.

Dorothy Clure has joined the staff of the Evaporated Milk Association, where she is engaged in recipe development, testing and lecture demonstration work. Mavis Burton, '45, is training with Mandel Brothers, Chicago, for merchandising work. Eileen Dudgeon, '45, with General Foods in New York, does baking research and reports that she bakes as many as twenty cakes a day.

Mary Ellen Davies, '44, has accepted the position of youth assistant in Kankakee County, Ill. Mary Heiss, '30, is serving as secretary and editorial assistant of Farm Reports, Inc. Miss Heiss formerly spent 12 years as secretary to Henry Wallace, while he was editor of Wallace's Farmer.

Eleanor Jane Koster, '45, works in food production with Stouffer's Restaurant, Cleveland, Ohio. Florence Bessie McNeil, '39, is teaching in the Department of Child Development at the University of Missouri. Marie Krause Mendelion, '29, is co-author of *A Diet Manual for Home Nursing*, published recently by Barrows and Company. Mrs. Mendelion is nutrition and health consultant for *Look* magazine.


Barbara Matson, '44, is employed with the U. S. Advertising Corporation. Her work includes writing food copy, assisting in food photography and testing and developing recipes in a model home size kitchen. Catherine Reavy Oldham, '44, is now working in the Test Covered Frosted Food Corporation in Oakland, Calif. Lila Williamson, '42, is food editor of the *Farm Journal*, Philadelphia.

—Philomena Beck



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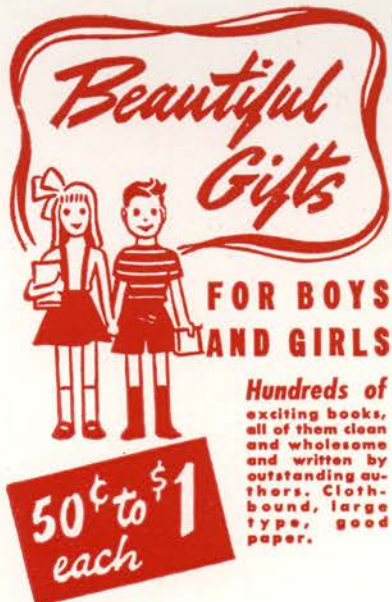
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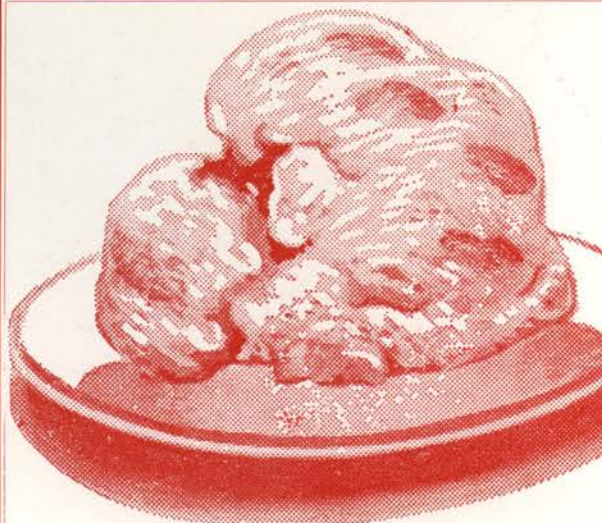
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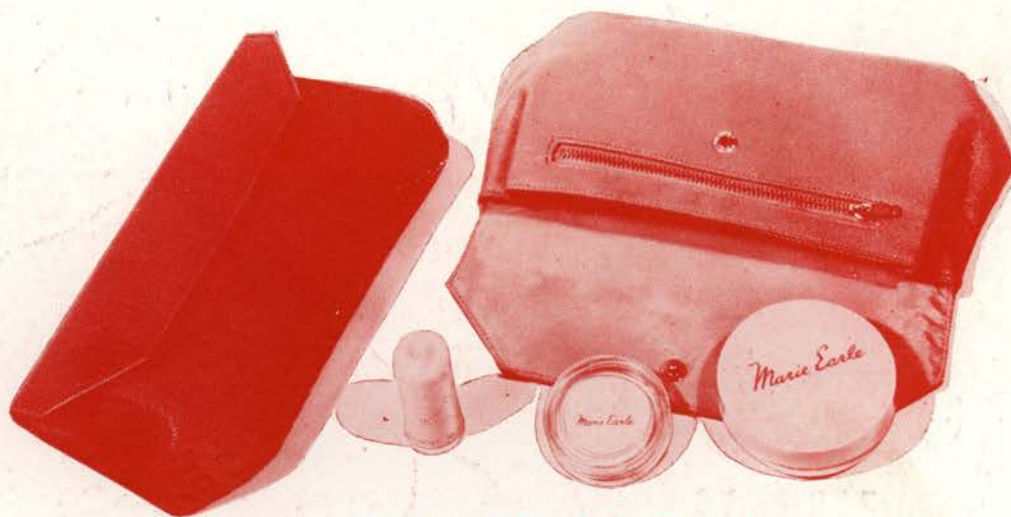
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